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George E. Duffield Sr., one of the owners of National Integrity Title Agency, with Vice President of Commercial Business Development Natalie Madanick (left) and Account Executive Dana Duffield



Branching Out

By extending its physical presence in the Philadelphia area and embracing technology, **National Integrity Title Agency** builds on its commitment to facilitating a smooth real estate transaction for each client.

Thanks to social media and television programs dedicated to house hunting, many people are drawn to the more glamorous sides of real estate, such as exploring neighborhoods, touring homes and negotiating over price. Title insurance is just as critical to the process, but often flies under the radar, so much so that George E. Duffield Sr. sometimes refers to it as “the faceless entity” of the business.

What many homeowners may not realize is that they have a choice when it comes to the title agency handling their transaction, and that choice can make a meaningful difference in the experience from contract to closing.

Title insurance involves research and problem solving. Before closing, the property’s history and public records are carefully reviewed to identify issues such as unpaid mortgages, liens, judgments, outstanding taxes, or claims that could affect ownership

“We set out to revolutionize the industry and give clients the best title experience possible.”

—GEORGE E. DUFFIELD SR., NATIONAL INTEGRITY TITLE AGENCY

rights. National Integrity Title Agency (NITA) works to resolve those issues, enabling buyers and lenders to close with confidence.

Duffield and Fran Turchi, the owners of NITA, aim to avoid those problems and to ensure a smooth and secure transfer of property for their clients.

“We try to anticipate what’s going to happen and make sure the customer service piece is there before they really need it,” Duffield says. “The last thing we want is for anyone to be disturbed during the transaction, because most people don’t even know what title insurance is.”

NITA’s roots date back to 1992 when it was founded, and it built a strong foundation in the immediate area. Since buying the company in 2015, Duffield and Turchi have spearheaded significant growth, increasing from eight to 41 employees and expanding throughout New Jersey, Pennsylvania, and Florida.

A symbol of that continued progress is NITA’s newest location in Bryn Mawr, which allows the firm to better serve clients in Pennsylvania. Just as important, it puts people on the ground who understand the nuances of the Main Line market.

“Forty-eight percent of our business comes out of Delaware, Montgomery, and Philadelphia counties, and of that 48 percent, 40 percent is from the Main Line,” Duffield says. “We have salespeople there and that’s the area they target; it’s home for them and they know the area well. Awareness of NITA is growing more and more every day through social media and the charitable efforts we make on both sides of the river.”

That local connection is important to Account Executive Dana Duffield, who is part of NITA’s growing Pennsylvania presence.

“The Main Line is a collection of communities, each with its own character, relationships, and real estate market,” she says. “Being here gives us the opportunity to know the people we serve, be accessible when they need us, and become part of the community, not simply do business in it.”

No matter where a client is based, NITA prioritizes relationships. After all, title insurance is a people business. At the same time, Duffield and Turchi have been at the forefront of transforming the industry by streamlining the process and utilizing advanced technology.

The company’s custom automated title settlement processing system allows for every member of the transaction—from buyers and sellers to Realtors, lenders, and attorneys—to stay in constant communication, with regular reminders of necessary steps or impending deadlines. Furthermore, electronic documents and remote notaries make it easy for deals to be completed just about anywhere.

“Back in 2015 when we took over, we set out to revolutionize the industry and give clients the best title experience possible,” says George Duffield. “Technology continues to change quickly, and we need to keep evolving with it. We’re constantly looking at what’s next, not simply because it’s new, but because the right technology can save time, eliminate mistakes, and make the experience easier for everyone involved.”

In addition to modern advancements, NITA’s owners have years of industry experience to inform their business decisions; Duffield was formerly a top-producing Realtor in Pennsylvania and New Jersey, while Turchi has more than four decades in the title industry.

“She’s a title purist, and there’s nothing she doesn’t know,” Duffield says of his business partner. “As an examiner, she makes sure all the I’s are dotted and T’s are crossed before it moves on. That’s the benefit of having a business owner

who’s been in the business for that long.

“On the other hand, I’ve walked in the shoes of the Realtor and understand what they’re looking for more than most title companies,” he continues. “They could be dealing with a disgruntled client, a home inspection that went wrong, or a termite problem. People think a Realtor just opens up the door, but they’re managing personalities and helping a family move into their dream home while overcoming obstacles. That’s a big responsibility. We look to keep everyone calm. If there’s a problem, we just need a little time to fix it to make the settlement date.”

NITA also takes the time to educate clients about the importance of title insurance, including their ability to choose a title agency, and offers guidance on other timely topics such as cybersecurity and wire fraud. Its comprehensive customer service has been lauded in more than 1,000 positive Google reviews, leading to additional clients choosing the company for their transactions.

Duffield and Turchi take great pride in NITA’s stellar reputation, but are even more honored to pay their good fortune forward by supporting several charitable organizations, including the Boys & Girls Clubs of Philadelphia and Bringing Hope Home. Perhaps most meaningful, however, is their longstanding relationship with Samaritan, a hospice and palliative care provider.

“Unfortunately, so many colleagues and customers have had loved ones on hospice over the years,” he says. “The team at Samaritan is doing God’s work, and I never heard one person say they had a bad experience with them. They’re not just there to make someone feel the best they can before they pass, but they’re also there for the family before and after. My partner and I both felt passionate about supporting Samaritan and doing what we can for them.”

With its new Bryn Mawr presence, NITA plans to bring that same commitment to community involvement across the Main Line, giving its local team an opportunity to build relationships that extend beyond the closing table.

Considering Duffield and Turchi’s many efforts to better serve clients and communities, NITA is on a quest to transform the title insurance service, making each closing day simple, straightforward, and, in one client’s words, “flawless from start to finish.” ■

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